

REP HEADLINE# 6154277  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703 528 7880  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\* OCT3/12 13.00  
\*\*\* WDCW-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/T KAINE/D/SEN/VA  
AGY # \_\_\_\_\_ AGY. NAME MEDIA STRATEGIES & RESEARCH  
11350 RANDOM HILLS ROAD, SUITE 670  
FAIRFAX, VA 22030

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME RACHAEL BEALE  
SALES PRSN WA- DAVE CLARK

ORDER # \_\_\_\_\_ CONTRACT # 6154277 CLASS: NATL. LOCAL REGIONAL  
PRDCT TIM KAINE FOR SENATE EST#\*\*\*\* COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT8/12 OCT14/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT3/12 13.00

REP: TO: MALLORY  
FROM: GREG  
RATE ON LN 1 REVISED  
REVISED TTL 1700  
THX PLS CFM, 10/3/12

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = P23/1 AGENCY EST# = 11123  
AGENCY PRODUCT CODE =

1	R		730P-800P	30		\$850.00	10/8	10/12	2		M,F	2
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PROGRAM : 2.5 MEN

OCT/12 \$1,700.00

CONTRACT TOTAL \$1,700.00  
TOTAL SPOTS 2

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:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START :	END :	SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE :	: DATE :	/WK:	INVT :	:	:SPTS:

MARKET TOTALS \$140,000 WDCW 1% WJLA 20% WUSA 22% WRC 34% WTTG 22% WPXW 0% WDCA 1%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



## Make-Good Form

10/3/2012  
10:04 AM  
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**Advertiser:** Kaine for Senate 2012  
**Station:** WDCW-TV  
**Market:** Washington, DC  
**Flight Dates:** 10/08-14/2012  
**Email:** Art Moran

**Contact:** Art Moran  
**Station Fax:** 202-965-1841  
**Station Phone:** 202-965-5050  
**Buyer:** Rachael Beale  
**Buyer Fax:** 303-764-9958

### Pre-Emption

### Make Goods

Program:	Time:	Date(s):	Qty:	Rate:	Total:	Program:	Time:	Date(s)	Qty:	Rate:	Total:
Two & Half Men	7:30p-8:00p	10/8,12/2012	2	\$700.00	\$1,400.00	Two & Half Men	7:30p-8p	10/8,12/2012	2	\$850.00	\$1,700.00

**Total Pre-Emptions:**

\$1,400.00

**Total Make Goods:**

\$1,700.00

**Balance Due to Station:**

**\$300.00**

Hold any advertiser credit at station until notified.

Please sign and return if accepted by station:

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203  
Phone: 303-989-4700 Fax: 303-989-1910

Kaine for Senate 2012  
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